

Message Text

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PAGE 01 SAO PA 00715 241339Z
ACTION ARA-10

INFO OCT-01 ISO-00 FEA-01 CIAE-00 DODE-00 PM-04 H-01
 INR-07 L-03 NSAE-00 NSC-05 PA-01 PRS-01 SP-02
 SS-15 USIA-06 DHA-02 IO-13 AGRE-00 IGA-02 OES-06
 TRSE-00 AID-05 EB-08 COME-00 ACDA-07 ERDA-05
 OMB-01 /106 W
 -----250149Z 076457 /72-62

R 241130Z MAR 77
FM AMCONSUL SAO PAULO
TO SECSTATE WASHDC 7587
INFO AMEMBASSY BRASILIA
AMCONSUL RIO DE JANEIRO
AMCONSUL PORTO ALEGRE
AMCONSUL SALVADOR
AMCONSUL RECIFE
AMCONSUL BELEM

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E.O. 11652: N/A
TAGS: PGOV, BR
SUBJ: PUBLIC OPINION POLLS ON PRESIDENT GEISEL'S POPULARITY:
 OPINIONS ABOUT UNITED STATES

REF: BRASILIA 1906

SUMMARY. A GALLUP INSTITUTE POLL TAKEN IN SAO PAULO AND RIO DE JANEIRO DURING FIRST TWO WEEKS OF FEBRUARY SHOWED FIFTY PERCENT DROP IN PRESIDENT GEISEL'S PRESTIGE IN SAO PAULO AND GENERAL PESSIMISM ABOUT ECONOMIC SITUATION. PRIME REASON FOR LOW RATINGS APPEARED TO BE GOVERNMENT'S "REFUNDABLE DEPOSIT" SCHEME FOR GAS-OLINE, WHICH WAS SUSPENDED BY GOVERNMENT ON MARCH 9 (REFTEL). POLL ON OPINION ABOUT US TAKEN SECOND WEEK IN MARCH, SHOWED THAT THERE IS (A) PERPLEXITY ABOUT GOB INTENTIONS WITH RESPECT TO THE UNITED STATES, (B) IGNORANCE ABOUT THE ISSUES, AND (C) A STILL
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PAGE 02 SAO PA 00715 241339Z

GREAT RESERVOR OF POPULAR GOOD WILL TOWARD THE U.S. THAT HAS NOT BEEN TOUCHED BY RECENT GOB ACTIONS. END SUMMARY.

1. GALLUP POLL OF GEISEL'S PRESTIGE. POLL TAKEN IN SAO PAULO AND RIO ON FEBRUARY 12, ABOUT ONE MONTH AFTER ANNOUNCEMENT OF "REFUNDABLE DEPOSIT" SCHEME ON GASOLINE, SHOWED THAT PRESIDENT GEISEL'S PRESTIGE HAD DROPPED TO ITS LOWEST POINT SINCE HE BECAME

PRESIDENT. IN SAO PAULO, GEISEL'S STANDING DROPPED FROM 34 PERCENT ON JANUARY 8 TO 20 PERCENT ON FEBRUARY 12. IN RIO, THE FIGURES WERE 54 PERCENT ON JANUARY 13, THE DATE OF THE ANNOUNCEMENT OF THE FUEL CONSERVATION MEASURES, TO 42 PERCENT ON FEBRUARY 12.

2. SAME POLL MEASURED OPINION ON QUALITY OF LIFE IN RIO AND SAO PAULO.

TO THE QUESTION "ARE THINGS BETTER, THE SAME, OR WORSE THAN THEY WERE A YEAR AGO?" SIX OUT OF EVERY TEN PEOPLE IN BOTH CITIES SAID THEY WERE WORSE. IN NOVEMBER OF 1975, 51 PERCENT IN SAO PAULO SAID THEY WERE WORSE AND 42 PERCENT IN RIO. THE NUMBER OF NEGATIVE RESPONSES HAS CONSISTENTLY INCREASED DURING POLLS TAKEN IN THE INTERIM. THE 30-49 AGE GROUP WAS MOST PESSIMISTIC, WHILE PEOPLE OVER FIFTY FOUND THINGS ABOUT THE SAME IN RIO AND SLIGHTLY BETTER IN SAO PAULO. HOWEVER, WHEN THE QUESTION WAS "PEOPLE ARE FACING MORE ECONOMIC DIFFICULTIES NOW THAN THEY WERE A YEAR AGO", THE EVOLUTION OF AGREEMENT WAS FROM 64 PERCENT IN MARCH 1976 TO 83 PERCENT

IN JANUARY 1977 IN SAO PAULO AND 68 PERCENT TO 70 PERCENT IN RIO DURING THE SAME PERIOD. OPINION ON BRAZIL'S ECONOMIC SITUATION FOLLOWS A SIMILAR PATTERN. IN SAO PAULO IN MARCH, 1976 30 PERCENT FELT BRAZIL'S ECONOMIC SITUATION WAS WORSE THAN A YEAR EARLIER; 54 PERCENT FELT THAT WAY IN JANUARY 1977. THE FIGURES FOR RIO WERE 36 PERCENT AND 50 PERCENT.

3. THE FIGURES ON GEISEL'S PRESTIGE AND THE ECONOMIC SITUATION VARY WITH EDUCATION: THE MORE HIGHLY EDUCATED HAVE MORE NEGATIVE OPINIONS.

THEY ALSO REVEAL THAT SAO PAULO IS SOMEWHAT MORE POLITICIZED THAN LIMITED OFFICIAL USE

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PAGE 03 SAO PA 00715 241339Z

RIO, GENERALLY LEADING OPINION TRENDS.

4. POLL ON OPINION ABOUT THE UNITED STATES. GALLUP CONDUCTED A POLL IN SAO PAULO DURING THE FIRST WEEK IN MARCH FOR "ISTO E" MAGAZINE'S MARCH 21 ISSUE.

HUMAN RIGHTS: TO THE QUESTION "THE USG AFFIRMED THAT RESPECT FOR HUMAN RIGHTS DOES NOT PRESENTLY EXIST IN BRAZIL. DO YOU THINK THE USG IS RIGHT OR WRONG ABOUT THIS?" RIGHT: 26 PERCENT WRONG: 56 PERCENT DON'T KNOW: 18 PERCENT

GENERAL: "WHAT IS YOUR OPINION ABOUT THE POLICY AND ACTION OF THE US IN RELATION TO BRAZIL?" EXCELLENT: 4 PERCENT GOOD: 33 PERCENT NORMAL: 40 PERCENT BAD: 19 PERCENT DON'T KNOW: 4 PERCENT.

5. "DO US AND BRAZILIAN INTERESTS COINCIDE OR DIFFER WITH RESPECT TO...."

COFFEE PRICE: COINCIDE A LOT: 14 PERCENT COINCIDE A LITTLE: 9

PERCENT DIFFER A LITTLE: 15 PERCENT DIFFER A LOT: 32 PERCENT
NO OPINION: 30 PERCENT.

GOB/FRG NUCLEAR AGREEMENT: COINCIDE A LOT 12 PERCENT COINCIDE A
LITTLE: 8 PERCENT DIFFERS A LITTLE: 10 PERCENT DIFFER A LOT: 36
PERCENT NO OPINION: 34 PERCENT.

HUMAN RIGHTS: COINCIDE A LOT: 18 PERCENT COINCIDE A LITTLE: 14 PER-
CENT DIFFER A LITTLE: 12 PERCENT DIFFER A LOT: 26 PERCENT NO
OPINION: 30 PERCENT

SECURITY ASSISTANCE: COINCIDE A LOT: 10 PERCENT COINCIDE A LITTLE:
12 PERCENT DIFFER A LITTLE: 12 PERCENT DIFFER A LOT: 24 PERCENT
NO OPINION: 42 PERCENT

SHOE EXPORTS TO US: COINCIDE A LOT: 20 PERCENT COINCIDE A LITTLE:
17 PERCENT DIFFER A LITTLE: 11 PERCENT DIFFER A LOT: 18 PERCENT
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PAGE 04 SAO PA 00715 241339Z

NO OPINION: 34 PERCENT

BIRTH CONTROL: COINCIDE A LOT: 16 PERCENT COINCIDE A LITTLE: 14
PERCENT DIFFER A LITTLE: 13 PERCENT DIFFER A LOT: 20 PERCENT
NO OPINION: 37 PERCENT

6. IN LOWER SOCIAL CLASSES, ACCORDING TO "ISTO E", 60 PERCENT
HAD "NO OPINION" ON THE NUCLEAR QUESTION AND 65 PERCENT
NONE ON THE QUESTION OF ARMAMENTS. CARLOS MATHEUS, DIRECTOR OF
GALLUP, TOLD CONGEN OFF THAT POLL WAS TAKEN QUICKLY AND
SAMPLE WAS OF ABOUT 600 PERSONS. HE BELIEVES, HOWEVER, THAT THE
CONFUSION ABOUT WHAT MOST PEOPLE FIND TO BE VERY ABSTRACT
ISSUES IS AN ACCURATE REFLECTION OF BRAZILIAN OPINION. HE SHOWED
RESULTS OF POLL CONCERNING GENERAL OPINION ABOUT US WHICH
WAS ALSO TAKEN DURING FIRST WEEK IN MARCH AND PERIODICALLY
OVER PAST TWO YEARS. TO QUESTION "WHICH FOREIGN COUNTRY DO YOU MOST
ADMIRE?" THE US MAINTAINED ITS POSITION FAR AHEAD OF ALL OTHER
COUNTRIES WITH ITS USUAL 26-27 PERCENT. US ALSO MAINTAINED ITS
USUAL LEAD POSITION OF 33-34 PERCENT TO QUESTION "WHICH FOREIGN
COUNTRY SHOULD BRAZIL COOPERATE WITH?" FRG REMAINED AT 8 PERCENT
IN RESPONSE TO FIRST QUESTION, BUT JUMPED FROM 8 PERCENT TO 19
PERCENT IN RESPONSE TO SECOND. MATHEUS SAID HE PLANS TO POLL ALL
THESE ISSUES REPEATEDLY IN COMING MONTHS.
CHAPIN

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Message Attributes

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Current Classification: UNCLASSIFIED
Concepts: FOREIGN RELATIONS, PUBLIC ATTITUDES, PUBLIC OPINION POLLS
Control Number: n/a
Copy: SINGLE
Sent Date: 24-Mar-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
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Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
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Disposition Date: 22 May 2009
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From: SAO PAULO
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SAS ID: 3007634
Secure: OPEN
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Subject: PUBLIC OPINION POLLS ON PRESIDENT GEISEL'S POPULARITY: OPINIONS ABOUT UNITED STATES
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